



**Salisbury's future mobility  
is electric & shared**

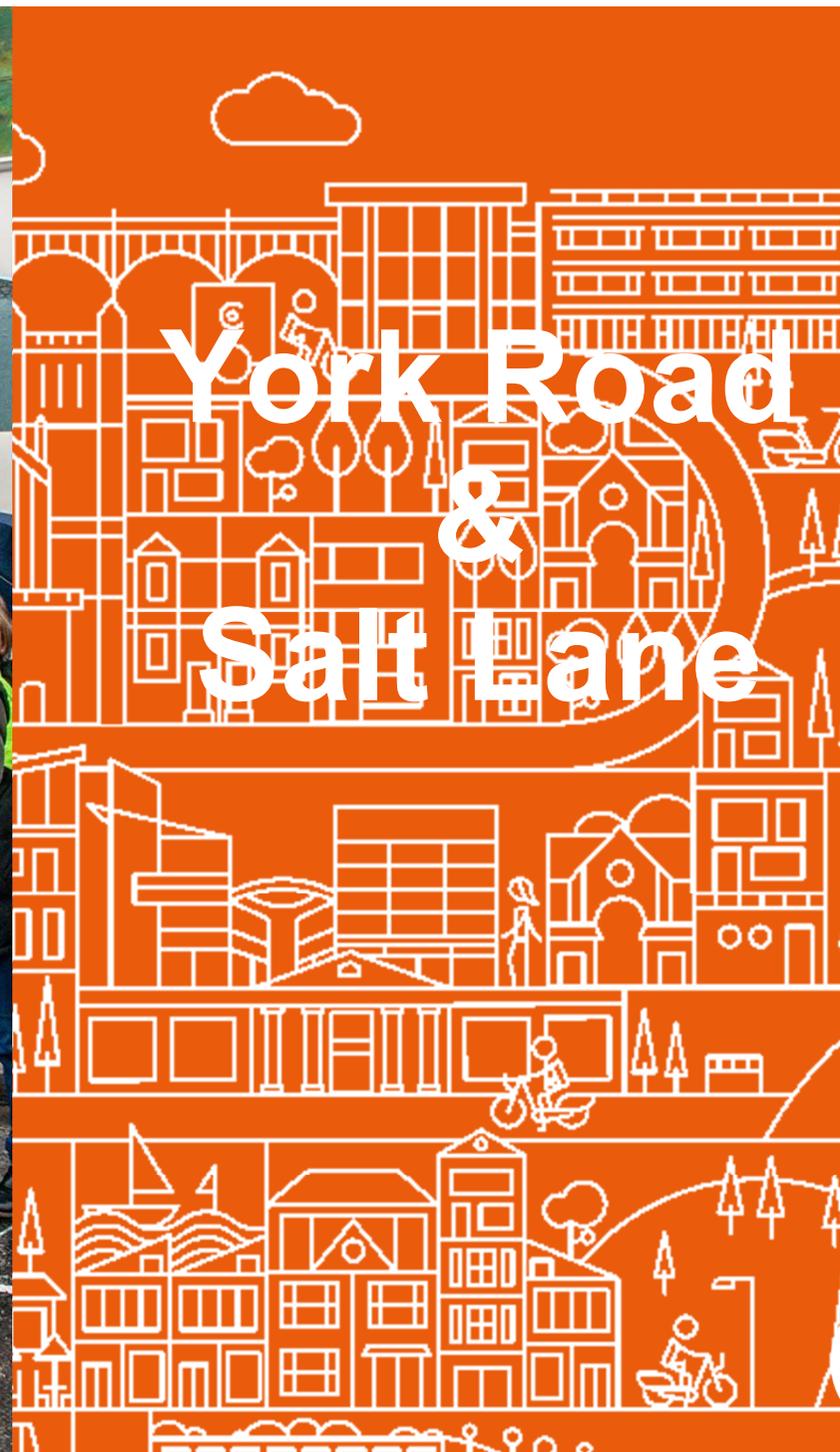


Benji Goehl

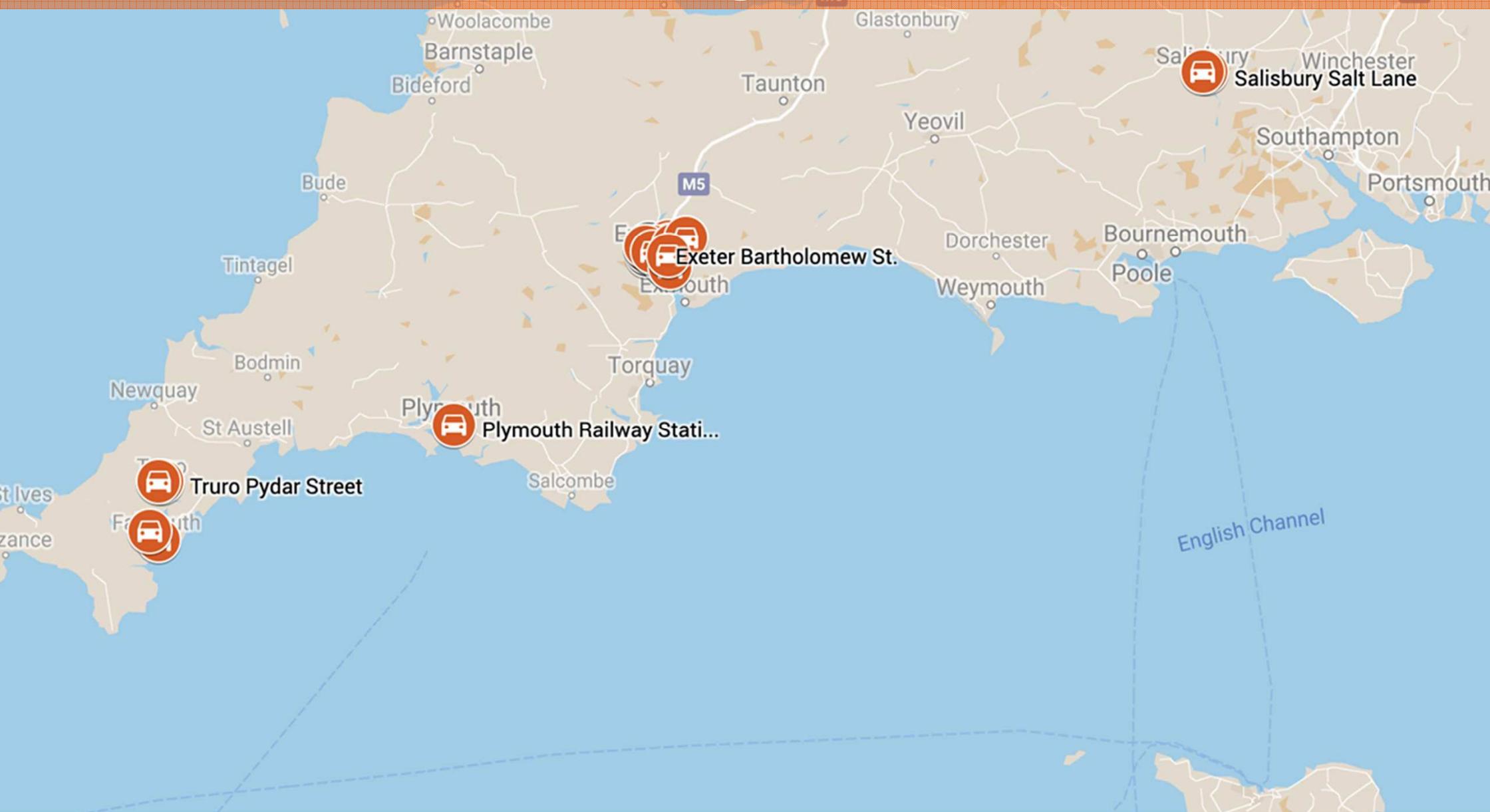
Operations Director Co-cars Ltd



2003



# Network of hire-by-the-hour cars





We have a problem

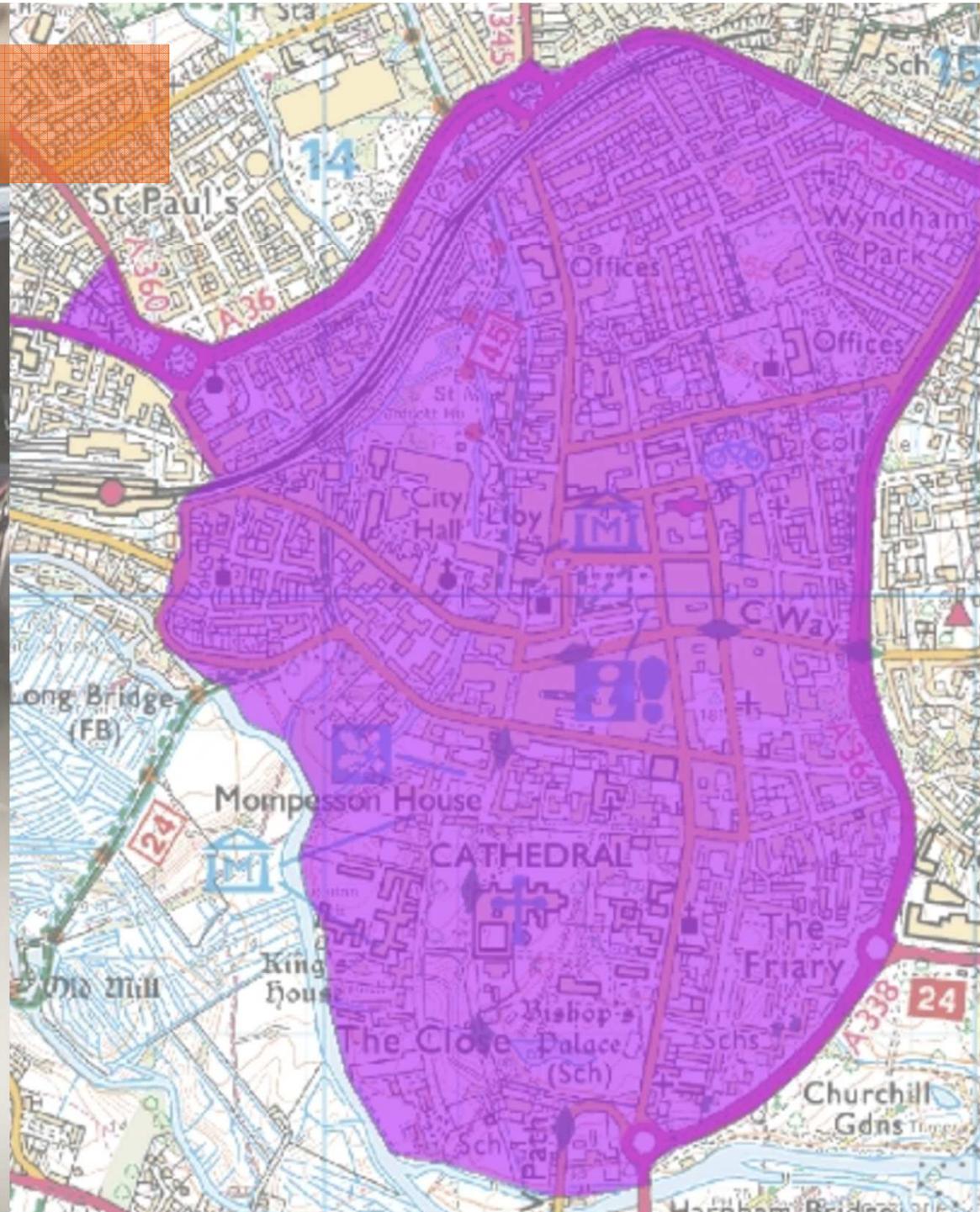
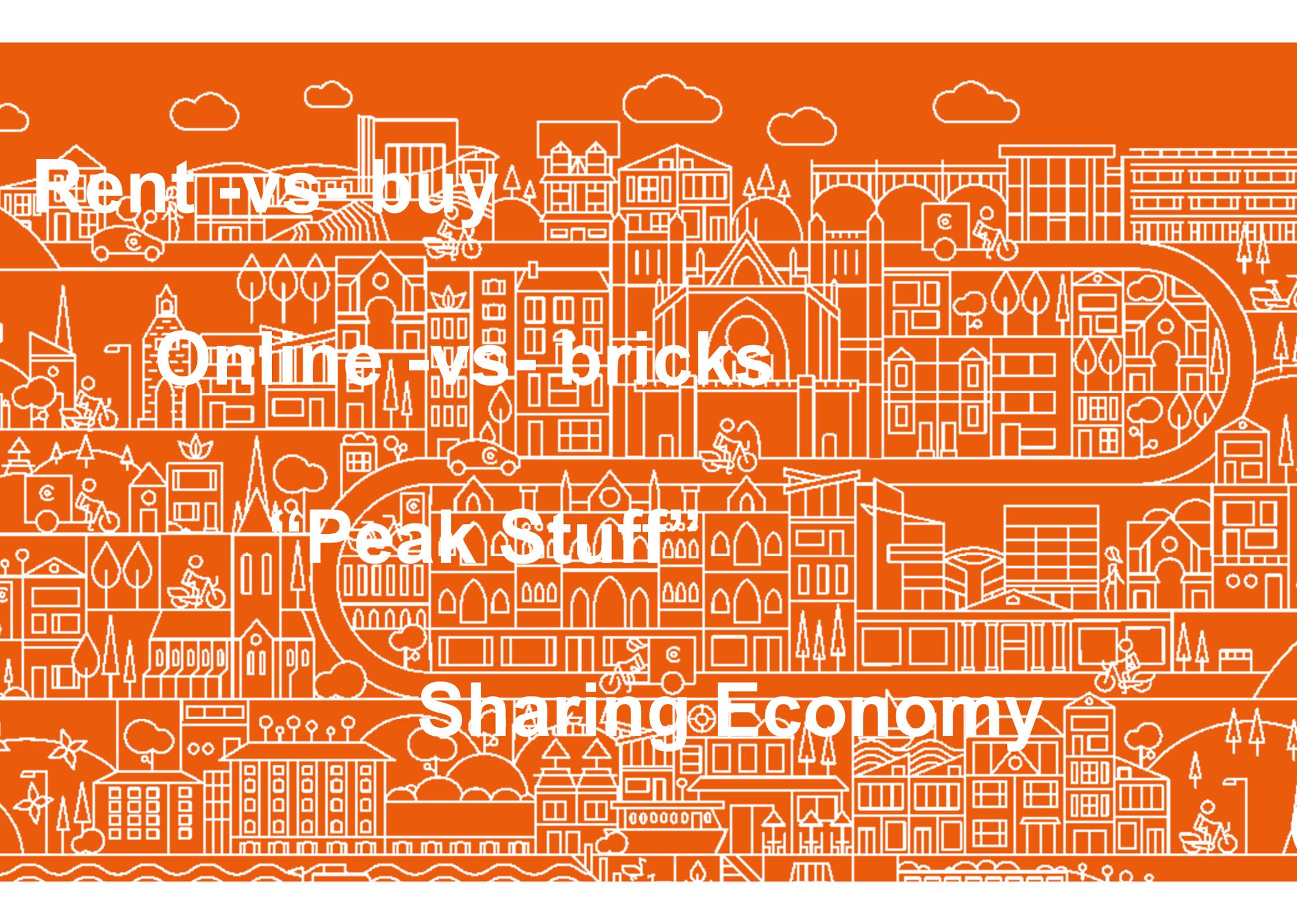




Image taken from Future High Street Fund Submission © Atkins



**Rent -vs- buy**

**Online -vs- bricks**

**Peak Stuff!**

**Sharing Economy**

# Mobility as a Service (MaaS)





# TOTAL NUMBER OF BIKES

2016



17,354

2017



22,412

2018



24,871

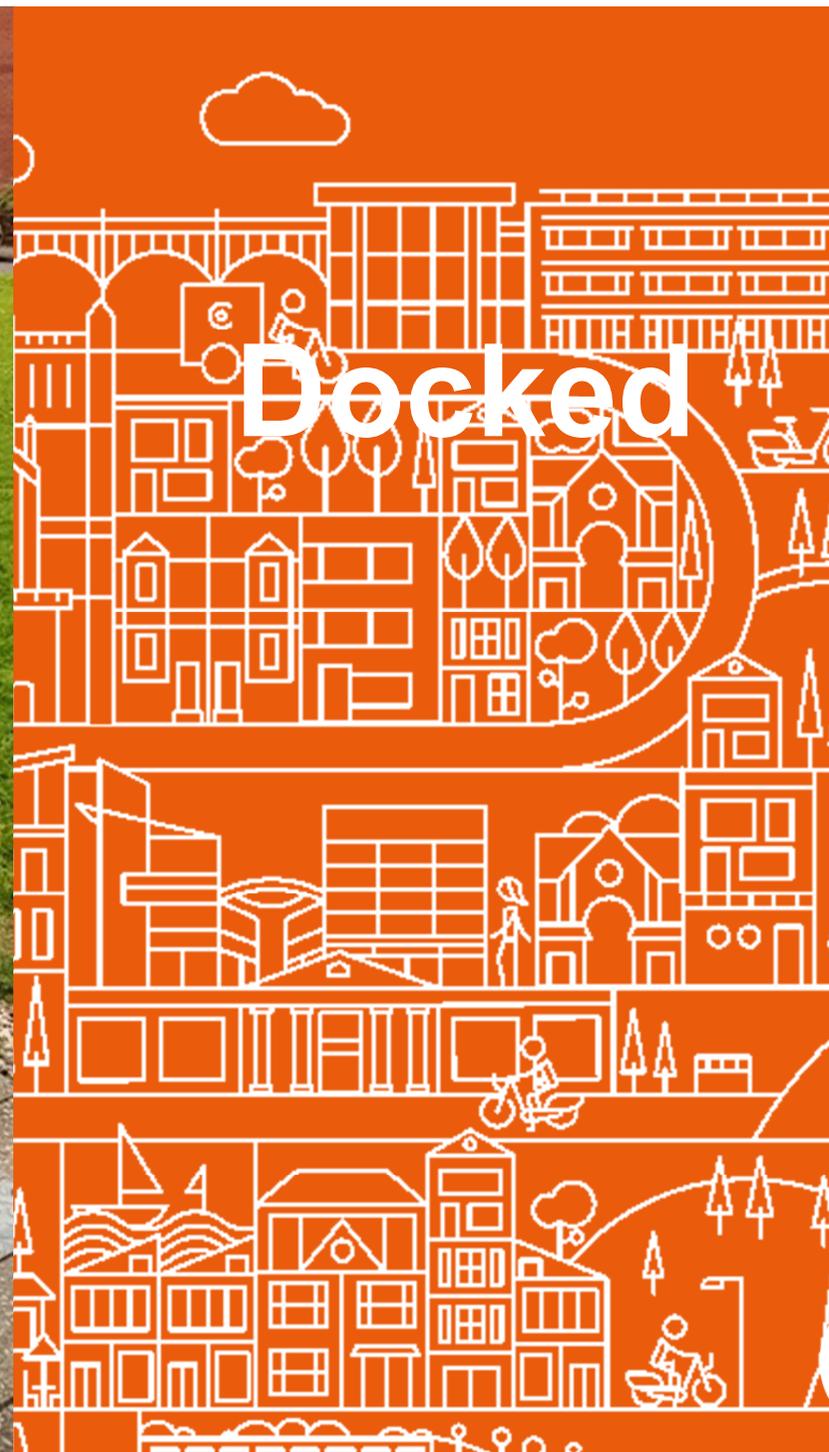
BIKE SHARE IS A TOOL TO RE-ENGAGE  
LAPSED CYCLISTS

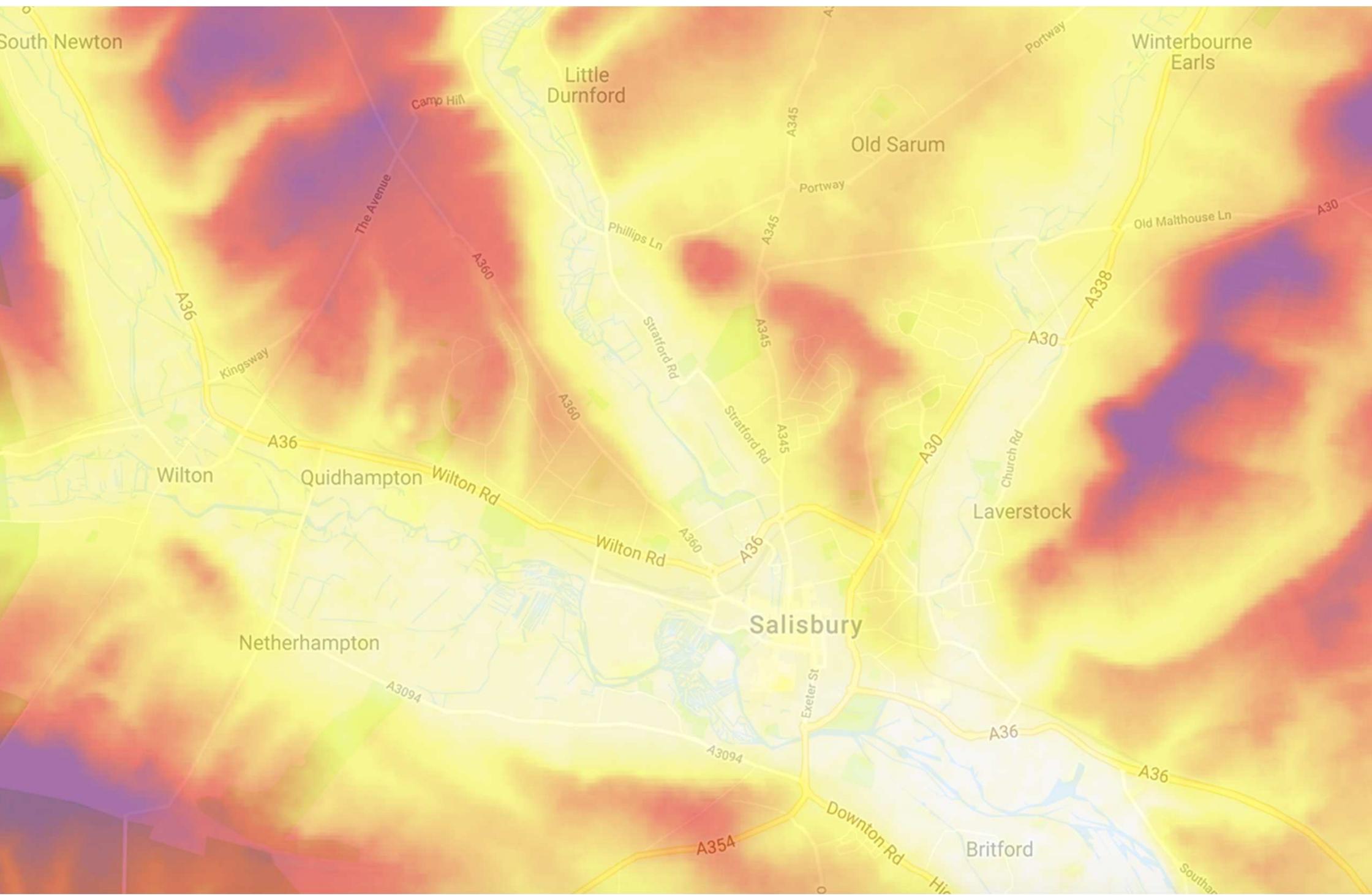


43%

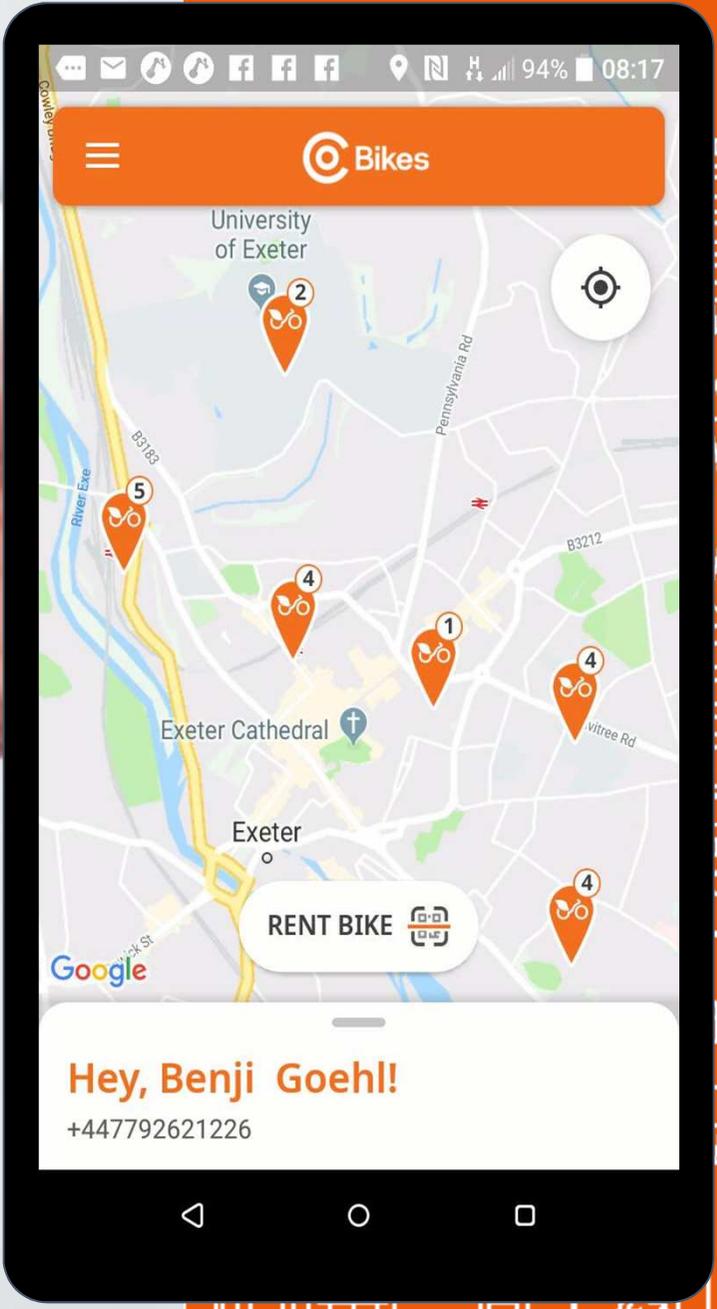
HADN'T RIDDEN FOR  
AT LEAST A YEAR

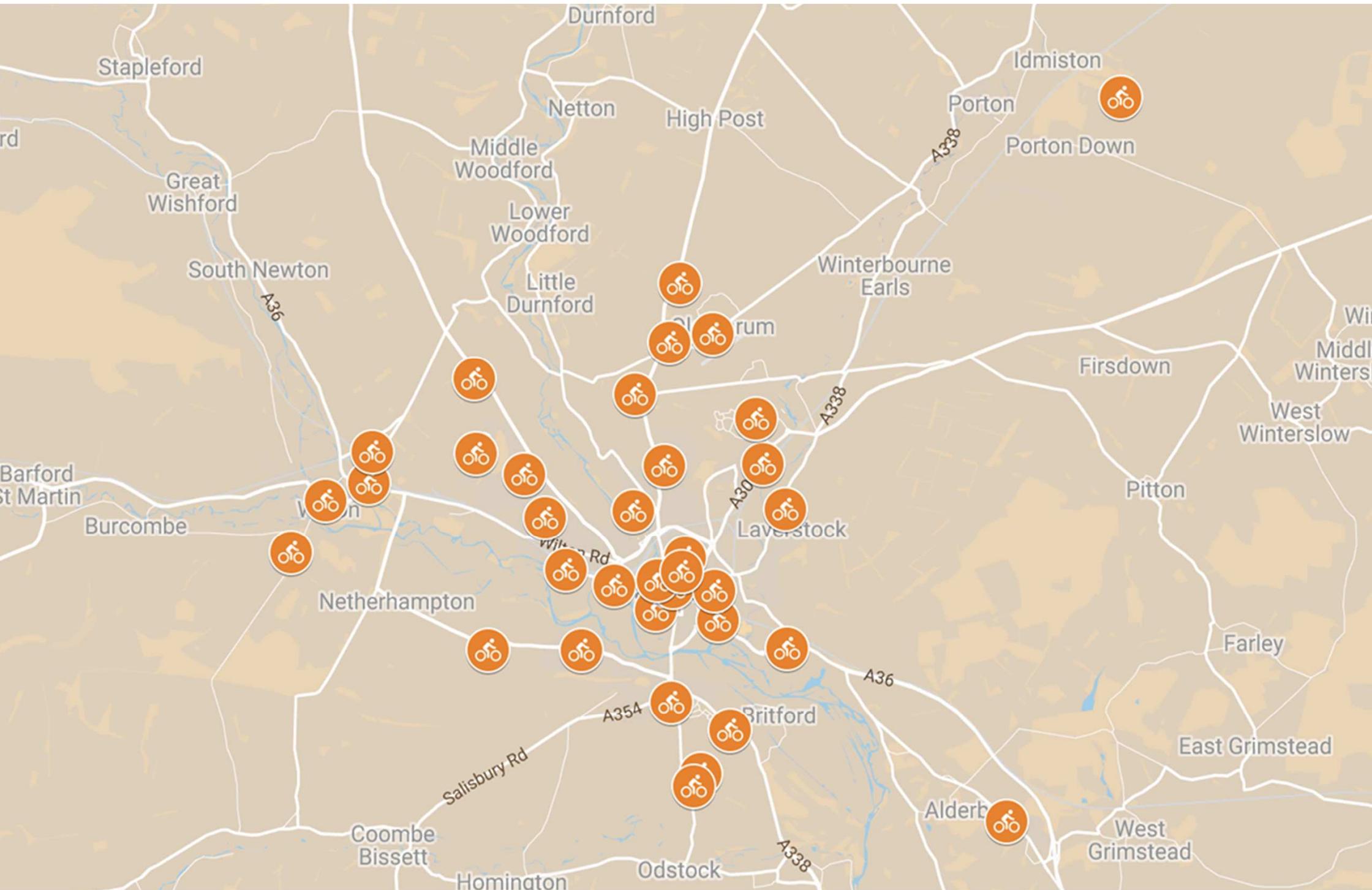








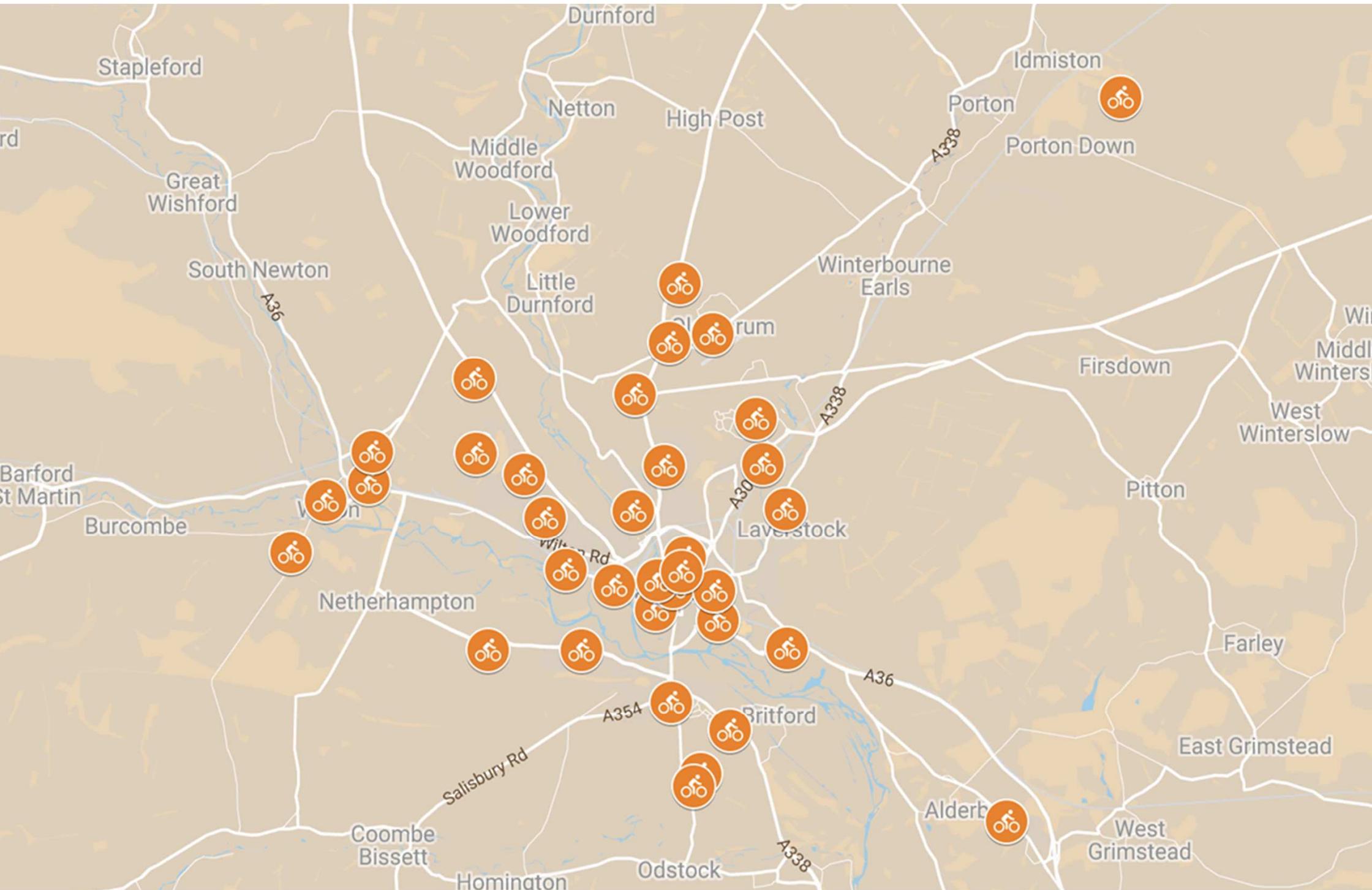








Department  
for Transport





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